



CONSULATE OF THE UNITED STATES  
Calgary, Canada

## Media Advisory

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### Sports Diplomacy: U.S. Consulate General brings the NBA's Jerome Williams to Calgary

**Calgary, AB** –The U.S. Consulate General in Calgary is pleased to bring former NBA star Jerome Williams to Calgary from May 30-June 1. This Sports Envoy program is organized by the U.S. State Department and the National Basketball Association. Media are invited to cover events noted below, and Mr. Williams will be available for interviews.

Mr. Williams will be participating in and speaking at a variety of events aimed at youth outreach and empowerment. Participation in sports teaches leadership, teamwork, and communication skills that help young people succeed in all areas of their lives.

Mr. Williams, an NBA veteran, played for the Toronto Raptors, San Antonio Spurs, Detroit Pistons and New York Knicks. Over the course of his career he scored 3,865 points and continues to remain actively involved with the NBA and serves as an NBA Cares Community Ambassador. Through his affiliation with NBA Cares, Mr. Williams has been a key force in spreading the NBA's grassroots basketball initiatives abroad, promoting HIV/AIDS awareness, and stressing the importance of education among youth. He has worked with many groups including UNICEF, Feed the Children, the United Nations Foundation, and the NBA's FIT initiatives.

As a Sports Envoy to Bahrain in 2009, Mr. Williams conducted clinics for girls and boys, including technique drills and team building activities. Through sports diplomacy programs, the U.S. Department of State can increase dialogue and cultural understanding among people around the world. SportsUnited has involved thousands of people from over 100 countries in sports exchanges to do just this.

Events:

#### **Youth at Risk Development (YARD) Program**

**WHEN: Thursday, May30, 4:30 p.m.**

**WHERE: Don Hartman Arena, 5206 68th St. NE, Calgary**

The Youth at Risk Development (YARD) Program is a community based early intervention initiative that supports youth at risk of gang involvement.

#### **"Man Up" Youth Basketball Camp**

**WHEN: Friday, May31, 9:00 a.m. – 12:00 p.m.**

**WHERE: Canadian University College, 5415 College Ave, Lacombe, Alberta**



The 2013 Man Up teen basketball is for youth between the ages of 10 and 19 and is being organized by the Alberta Conference Youth Department.

**Ronald McDonald Southern Alberta House**

**WHEN: Saturday, 1 June, 10:00 a.m.**

**WHERE: Ronald McDonald House Southern Alberta, 111 West Campus Place NW, Calgary**

The Ronald McDonald House provides a home away from home for the families of seriously ill children staying at a nearby hospital. The House helps approximately 400 families each year.

Mr. Williams is also available for telephone interviews, on request.

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